

Chapter 1 : What do you know about marketing automation? - Content Library

You might think that as you know a lot about your business, you know the needs and motivation of your clients anyway, and you don't need to ask. But here's the thing: all people make decisions differently from one another.

Share Are you busy running off to do the next thing on your marketing list while the last thing is still cooling in the dust? Have you put some of your marketing on autopilot and left it running so you can chase down bigger fish? Do you sometimes finish a task or launch a campaign then breathe a sigh of relief and move on with a quick brush of your palms? Then this quiz is for you! Take this quick quiz to get in touch with things you may not have given a second thought or even a first thought to. Do people still have those? So how current is it? Did you print cards six years and two phone numbers ago? Was that before you started a Facebook page and cancelled your fax? Dig your card out right now and look at the content. Does it reflect well on your business and brand? Is your contact information correct and current? Writing great web copy is intensive, time-consuming and gut-wrenching. The problem is that your business is never as static as your web copy. You may change a product line, add or remove a service, rethink your bio or grab a few great new testimonials. Look at your home page right now. Does it give visitors the best information and most direct path to action? Start there and then revisit every page on your site. Small periodic changes are better than a total revamp when you find the whole thing outdated. Or a month ago? You should know how long those visitors are staying. Overall you need a big-picture understanding of what your website is doing beyond taking up space on the internet. Run some reports right now. Compare a year ago to today and look at the trends on your site. What do they tell you? Bounce rate going up? Hm, when was the last time you checked your web copy? You can apply this to your Twitter account, Pinterest page or anywhere else you have a social presence. Keep a simple spreadsheet of month-over-month growth. Who Is Your Ideal Customer? As your company evolves, your ideal customer may change. Look at your ideal customer persona. Can it be refined? The good news is my bio shot is only three years old. We all want to look the best we can and nobody wants to update a photo with one looking older and wiser. Take an inventory of everywhere your profile photo appears. Social accounts, forums, bios. It should be an accurate representation of you. Having a Gravatar can help you can change your photo once and have it reflected anywhere a Gravatar is used. A sad, neglected account is worse than no account at all. Remember, there are no rules about what you have to do and where you have to be. There is only what works for your business. Take stock of all your social profiles. What are your goals for each? Can you define them in one sentence? Are your activities on that network matched to your goals? Put this in the column along with updating your web copy and your profile photos. There are probably guest posts, references to old speaking gigs or defunct eBooks floating around. Read your bio right now. Does it showcase your most recent achievements or are you still referencing that one thing you did back in ? How well does it reflect your current goals and personal style? More importantly, how much time are you really spending? The day I started tracking every second I spent on social media is the day I stopped spending so much time on social media. Social sites can be a real time-suck, whether you use them personally or professionally. Without an understanding of where your time goes, and perhaps even a time limit, you might be losing hours every day that could better be spent growing your business. Use a timer or time-tracking software to figure out exactly where your time goes. If you get sidetracked for an hour clicking through to news articles from Facebook, that still counts. Set limits with goals for your social use. But you could be learning a whole lot more from your list growth than just the fact that it is, indeed, growing. If you examine your numbers and then evaluate it against your content, campaigns and promotions for that month, you can start to see patterns. The months we went heavy on interviews here? The month we gave away an editorial calendar? Start a spreadsheet with your month-to-month numbers. Note your promotional efforts and your numbers for the month. And there you have it 10 simple questions to help you get in touch with your marketing and ratchet up its effectiveness. How did you do? Are you totally on top of things or did you find areas to improve? Got any other questions that you think we should be asking? Share them in the comments!

Chapter 2 : Top 20 Digital Marketing Interview Questions and Answers Guide

Marketing research allows you to gather input from customers on what they need and want. Your sales and profits will be greater if you can offer the product features your customers want at.

Pin 0 Shares Social media marketing! How does your company stand on social media! Which social media networks do you use? And which ones should you use! We are here to help you make the right choices for your company by providing you with the basic information of this social media. In this way, you can choose for yourself which channels you will use and on which social media it is useful to make a budget free. Here are the facts you should know about the most important social media that you would like to use for your marketing purposes: It is currently the most used social media platform we know. You can find people of all ages and with a wide range of interests. Facebook is the place to appeal to as large an audience as possible, mainly by liking, responding to articles and sharing messages and pictures. Of course, Facebook knows that they are very popular, especially among companies, so they have different tools to help their users with setting up a Facebook social media marketing campaign. While marketers can purchase ads on Facebook, the site has also helped entrepreneurs optimize these ads through their Facebook Ads feature. This feature allows marketers to see more information about their leads so that they can work towards the goal. Advertising on Facebook in the form of Facebook campaigns can be very cost-effective. Twitter Twitter is another social media network near the top of the list for marketers. The social networking site is starting to improve for social media marketing purposes. They offer the possibility to start a conversation called a Tweet. Retweet messages are message sharing on Twitter and provide access to Google Analytics account. Twitter has also become more search engine friendly. Now, Google will begin to pick up words from tweets and position them in their results, giving them more attention to Twitter and marketers on Twitter. If you are trying to promote your brand and certain products such as clothing or accessories, you can model them in images on Instagram. Another way to use the site is by placing funny memes that matter at that moment. A large part of being recognized online is by keeping track of the trends, and Instagram is a fun way to do that. However, there are some flaws with Instagram. To share something, you can only report a photo. Not as easy as sharing a Facebook post, or retweeting on Twitter. There is also no way to view analytical data, although there is other marketing software that can help you manage that task. LinkedIn Although less popular among the youth and less creative than other social network sites, it may be the spinach in your marketing campaign needs. By that, I mean that you can promote your site among other companies and professionals who can share your messages with professionals and companies. And by creating a company page on the site, you can work on the look of your company on LinkedIn. If you have the chance to make a broadcast from behind the scenes at your company or make videos that motivate your users, you should definitely start a YouTube channel. The videos that you publish here can also work easily in tandem with most other network sites as well as allowing you to share these videos publicly. That way you can kill two birds with YouTube videos in one go. This social images sending application allows you to post snap stories, this is basically a series of short videos. Although you may not be completely familiar with that level, you can work to involve your followers through Snapchat with cool photos, fun clips and sneak peek of products. Pinterest This is probably one of the last on the list of social networking sites to use in your marketing campaign. Pinterest could be a powerful tool depending on your industry. For example, if your company sells clothing you can easily get followers through pins. The more you get repined the more people see your products. And now with the possibility to purchase certain pins. You can even sell products directly through Pinterest. Pinterest does all the work for you, all you have to do is post, pin and follow others. Based on the nature of the work and the budget of your company, you can now make well-considered decisions when it comes to choosing which social media network s to use for social media marketing purposes.

Chapter 3 : What is marketing? definition and meaning - racedaydvl.com

For me "Marketing is common sense" irrespective of the medium being used for promotion. Everything that any business or individual does is marketing. Right from the first email being sent, to your office ambiance, to the collateral being used, the way to close a sale, the way you & your team.

Finally, what style should be visible in the writing? Hard sell Scare Straight shot Before any copywriting, or any writing for that matter can be completed a certain amount of preparation needs to be taken care of. Make sure that whatever workspace being utilized is free from any immediate distractions. Also consider taking small breaks between writing sessions to keep the body and mind fresh, by doing this, the finished product will be focused, creative, and ultimately instrumental in kick-starting a successful marketing opportunity. Writing Copy Again, similar to the preparation for copywriting, certain tools need to be assembled before any work can take place. Ideally, any formula that will keep the writer on any sort of organized timeline is needed. Secondly, words need to be stored somewhere. Whether that be on a piece of paper, a laptop, or both, some sort of software needs to be present. Although it is not mandatory, simpler word processing options should be considered to promote consistency as files then become interchangeable through different programs. When beginning to plan, an elaborate novel-length document does not need to be considered. In a short amount of time, optimal planning can be achieved. Make sure to consider your audience, collateral, and style. After the plan has been completed, free writing can be a useful tool to get creative juices flowing. The free writing can but is not limited to, the current topic your future project is centered around. Not only is a first draft the starting point for any project, but it is also the first building block towards a successful vision. An individual or business needs to display unfiltered ideas in the form of a draft in order to correct or tweak any errors that may be present. Drafts are very important. It is very unrealistic to assume that every project can be polished after one take. It is simply impractical. Errors need to be made in order to properly reach the final finished product. Make sure to address the reader. This ensures that the product being marketed speaks to the audience in the way it was intended to. Secondly, all work should be edited first and then proofread by the individual. Not only that, but this same process should be completed by some outside sources. It can be easy to miss certain errors or mistakes when looking over your own work. Constructive opinions from peers can also be a positive step towards making a finished copy a polished copy. Revise the work to make any possible confusing writing clear, simple, and concise. It does seem odd to formulate the perfect headline this late in the process. Instead, finish the product, decipher what the writing extenuates, then find the headline. Trying a few out before deciding, rather than quickly picking a generic title, makes the most sense. Now that the page is written, it needs to be sold. Can be a great tactic for the reader to genuinely see value in the product beyond the call to action. Structuring for print and structuring for online are two unique mediums. When writing for print, careful, extensive editing needs to take place. Once this information is published, it can no longer be changed or tweaked. Online content can be found on multiple channels making it widely accessible. With these advantages, also come disadvantages. The population struggle with reading mass amounts of content online. Keeping writing concise will keep the reader engaged in the content being presented, which is of utmost importance in marketing copywriting. Rewriting Existing Copy When a colleague gives you a project to look over, rewriting it can seem logical. This is simply not the case. It is much more practical to construct an editorial rewrite. This direction will most importantly save time. Giving someone another point of view on their work is instrumental. However, if there is a structural issue, have the original writer fix it before continuing. As always, proofread and check for errors to be sure that the copy is clean. Conclusion It can be difficult not to intervene and try to complete others work when managing a copywriting team. Instead, a mentor role should be taking place in order to teach writers to improve and eventually excel at the craft. For any team, an editorial calendar is a useful tool as long as it is kept flexible. An editorial calendar will organize each piece of writing, the status of it and what type of content it is. Entirely essential for any business that has due dates for copywriting. Each element does not need to be set in stone, however, for organizational purposes, it is important to keep tabs on projects being completed. Finally, enforcement on keeping a brand

voice consistent with writers, in turn, will leave your customers with a comfortable, trusting feeling. Making sure that all writers are on the same page with word choice will make this step seamless. Implementing Marketing Copy For the current business that I am starting this information has become extremely valuable. I am beginning to produce and sell a line of niche clothing products and need to market them properly. Now I am aware of each marketing classification, these steps will become increasingly easier. The medium and collateral will be video and online. I am going to develop a webpage and several social media accounts. The style will be a straight shot, showing the customer my products directly.

Chapter 4 : Social Media Marketing - What Do You Need To Know About Each Platform - StechBlog

Marketing, reduced to its absolute basics, is remarkably simple: You figure out whom you want to sell to, and then you determine how you are going to get them to buy.

Q8 Do you know the difference between branding and direct marketing? In branding An advertiser needs to expose his brand on applications and sites with mass reach. The most popular methods are custom ads, YouTube ads, remarketing, and display ads target. The most common campaigns are dynamic search ads, shopping ads, Search Network Only etc. This type of marketing helps in targeting right people with the right ad, at the right time. Q10 What are the limitations of Online Marketing? Some of the limitations of Digital Marketing are: It can get overwhelming: It takes practice and experience to get your head around it. Analytics is only as good its user: It can easily become misleading and you can get stuck in chasing vain metrics and burning marketing cash at the wrong places. Commonly Asked Digital Marketing Interview Questions and Answers Here are some Digital Marketing interview questions and answers that are common across all job profile levels: Q1 What attracted you to Digital Marketing industry? Answer why you applied for this job in the first place? Or the high-paying jobs in Digital Marketing industry? Talk about the potential that you see in Digital Marketing in both near and long-term future. By asking this question, the interviewer wants to know your commitment to the industry and see what makes you the best pick among all the candidates available. Therefore, it is important that you show full commitment and enthusiasm for the industry. Q2 How will your experience benefit our Digital Marketing business? Talk about your Digital Marketing story that helped you learn a lot of things and how this knowledge could help the business. Focus on your unique abilities. Talk about how you are different from the rest of the applicants. In crux, talk in terms of skills, knowledge, and experience you have got so far. The question that you should really be answering is what value will you contribute as part of the team. Q3 How do you stay updated with news and latest Digital Marketing trends? This question is asked quite often. Since Digital Marketing is a dynamic field, it is important to stay updated with the blogs, books, webinars, and podcasts to go for. Q4 Do you think that Digital Marketing will completely replace traditional marketing practices in near future? This is a popular trap question often asked to Digital Marketers, that too not just in interviews. How you answer this question would reveal the level of your professional knowledge about the field. One thing that can safely be said is that it looks highly unlikely that Digital Marketing will completely replace traditional marketing in near future. Rather marketers are integrating both the platforms to optimize their marketing plans and for optimum RoI. Instead of replacing each other, both Digital Marketing and traditional marketing are becoming complementary to each other. Personalized Digital Marketing Interview Questions and Answers Here are some specialized questions with respect to the type of profile you have applied for: Q1 How will you rate yourself on the scale of 1 to 10, based on your Digital Marketing knowledge? By asking this question, the interviewer wants to know if you know your strengths and weaknesses. Analyze what all skills and knowledge you have and how much more is to be learned. Which one is important? If you are not exploring and curious enough, you would never know social media is not all about the number of likes and follows. Therefore, engagement is better than likes or follows. Talk about business-oriented metrics. Another way to look at it is from the objective of individual activity. If the objective was to encourage engagement then those are the metrics one should measure. Digital Marketing Executives Q1 We wish to engage more of our target audience through Facebook or any social media platform. How would you go about that? The interviewer wants to test if you have mugged up your answers or you actually know about their target audience and can think strategically on your feet. You should not be talking about the tactical approach to marketing decisions, rather take the time to step back and analyze the situation, explain your considerations and reservations before jumping to a solution. This would help you to understand and answer the question efficiently. Asking some right questions here is the best answer you can present. Q2 Is there anything we are doing wrong right now? How would you change it? Here comes the question which demands you to know a lot about the company for which you have applied. It is perfect to point out their mistake but never end your answer without a proper explanation of why you think it is a

problem and what could be the possible solutions to fix those issues. Talk about the driving goal of the campaign which could vary from increasing brand awareness, generating leads, or boost social media followers. According to the objective of the campaign, a strategic plan would be laid out. Explain how you are going to go about it. It is important that you mention visions which can be acted upon. Q2 How would you approach budgeting for marketing expenses? Running a marketing campaign mimics the running of a business. There are huge financial implications involved and you should be comfortable with managing marketing budgets. Many marketers fidget while talking about financial planning. Knowing your finances and to confidently talk about it would make you stand apart as a digital marketing leader, who can function and deliver independently and whose domain expertise the company can rely upon. Read the below mentioned points before your Digital Marketing interview and prepare yourself with answers. Make use of the information available to you You have LinkedIn, Google, Facebook, and every possible social media platform that brings information to you. Make use of it! Make use of these sites to feed yourself with the latest updates. Make sure your LinkedIn profile is updated and looks professional You should always keep your LinkedIn profile updated with the details of your job profile you are currently working in, or the profile you are seeking a job in. Present your educational qualifications and skills in a crisp format. Make sure your LinkedIn profile has a descriptive headline to let the HR look for talent easily. Make use of professional language etiquette to leave a good impression on the recruiters. Be a social bird The world is growing socially. Being active on various networking sites will help you in the long run. They showcase the people you follow, your views on various issues, and about your personality. For instance, your Facebook account or Twitter account says a lot about your social persona. Free Digital Marketing Webinar Date: Volunteer to contribute to a blog related to your hobby or expertise. You can talk about this in your interview. The blogs written by you will work as a sample of your writing skills, domain expertise and your ability of articulation. These are very desirable qualities in a professional and having these would give you an extra edge over others. Follow industry leaders and their blogs Keep yourself updated with the latest blog posts. Some of the useful blogs and resources you should know are:

Chapter 5 : The Key Things to Know About Marketing | racedaydvl.com

It's all marketing and creating the decision within the consumer whether or not to choose you initially or for repeat business. Marketing is often confused with advertising and sales, but it is important to know the key differences.

Getty Images Given the current state of the economy, having a well-defined target market is more important than ever. No one can afford to target everyone. Small businesses can effectively compete with large companies by targeting a niche market. Many businesses say they target "anyone interested in my services. All of these targets are too general. Targeting a specific market does not mean that you are excluding people who do not fit your criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business. To define the market even further, the company could choose to target only those interested in kitchen and bath remodeling and traditional styles. This market could be broken down into two niches: With a clearly defined target audience, it is much easier to determine where and how to market your company. Here are some tips to help you define your target market. Look at your current customer base. Who are your current customers, and why do they buy from you? Look for common characteristics and interests. Which ones bring in the most business? Check out your competition. Who are your competitors targeting? Who are their current customers? You may find a niche market that they are overlooking. In praise of niche marketing. Write out a list of each feature of your product or service. Next to each feature, list the benefits it provides and the benefits of those benefits. For example, a graphic designer offers high-quality design services. The benefit is a professional company image. A professional image will attract more customers because they see the company as professional and trustworthy. So ultimately, the benefit of high-quality design is gaining more customers and making more money. Once you have your benefits listed, make a list of people who have a need that your benefit fulfills. For example, a graphic designer could choose to target businesses interested in increasing their client base. While this is still too general, you now have a base to start from. How to conduct market research. Choose specific demographics to target. Figure out not only who has a need for your product or service, but also who is most likely to buy it. Think about the following factors:

Chapter 6 : Pop Quiz: How Much Do You Know About Your Marketing?

Marketing, when you strip everything away, is really pretty simple: You figure out who you want to sell to, and then you figure out how you are going to get them to buy. All You Need To Know.

Marketers often live inside their own brand bubble, imagining that consumers are paying much closer attention than, in fact, they are. This is one of the reasons why advertising needs to be sustained. Strong brands are a reward, not a goal. They are what you get for doing everything right other than trying to have a strong brand. The willingness and skill to imagine what is missing is what generates big insights. This is how visionaries lead. They see data not as goal lines but as springboards for thinking and planning. Good marketing is a long-term play. It requires finding the right customers and doing things that meet their needs. Most is face to face. Harnessing word of mouth, then, requires more than just a social media strategy; you need to think about where your customers are. If consumers often make incorrect predictions about their future preferences, how can we, as marketing researchers, predict their preferences? Kevin Lane Keller, Dartmouth College It is really easy to get swept up with marketing to the customers at the top of the pyramid and ignore the needs of those at the base in the process. Both matter, but they need to be marketed to differently. Particularly for marketers, we need to continually push beyond product features and ask: The wonderful quality of marketing is that it is based on the successful blending of art and science. Everything consumers do is based on their perceptions. Brands are incredibly powerful in the life of a modern-day consumer, more so than most of us realize. The product experience is your most important investment. Make it so special and so wonderful that people will want to have that experience again. Start with the stuff that matters: That is where you should be focusing the majority of your time. The need to be closer to your consumerâ€”your shopperâ€”is greater, because everything is changing. There is no easy growth out there. Susan Fournier, Boston University As brand managers and branding researchers, we put brands at the center of our thoughts and activities and in doing that, we lose perspective That is notâ€”and simply cannot beâ€”the case! Brands can and should inform their consumers in various ways, but also realize they ultimately want to make their purchase decisions on their own. The ability to see in almost real time how tuning something can make a difference in how a customer responds and transactsâ€”that is the most revolutionary thing I can imagine happening in marketing! David Poltrack, Chief Research Officer, CBS I have devoted a good deal of my career to evaluating television programs, using all the tools at my disposal to inform my management as to whether or not a television show will be successfulâ€” But with all that, I could not write a successful situation comedy.

Chapter 7 : What is digital marketing? | SAS

While traditional marketing is all about impressions, digital marketing focuses on the more important aspect of creating an experience for users. Digital Marketing Channels In a broader sense, the Internet is the heart of digital marketing.

Why it is true, and 2. How I came to this conclusion. Marketing, reduced to its absolute basics, is remarkably simple: You figure out whom you want to sell to, and then you determine how you are going to get them to buy. Those 31 words are all you need to know. Yes, of course, you can make it more complicated. And yes, too, figuring out whom you want to sell to can take months to determine, and the techniques you are going to use to persuade them to buy can--and should--require extensive testing and can be complicated as well. But what you are trying to do is not. So, how did I come to this conclusion? I was exactly 30 years old when the nice people at BusinessWeek came to a conclusion that they were extremely proud of. They gave me a week to prepare, and after patting me on the back on the way out of my office said, "Oh, by the way, during your first hour of work, send out a note to every editor and reporter at the magazine and tell them what you are going to be doing as marketing editor, and explain what you need from them. But also consultants, chief marketing officers, and mom-and-pops that seemed to be doing a good job at it. I even surveyed consumers and customers well, my friends actually to see what they liked and what sort of things got them to buy, both when they were at the mall or supermarket and making purchases on behalf of their companies. I asked tons of questions and took about pages of notes. And when I distilled it down, it came out as the sentence you read at the top of this post: I then went back to just about everyone I talked to and said, in essence, "Does this sound right to you? There were a couple of professors who liked their definitions better, but they conceded if that sentence was what I took away from their Marketing course, they would be pretty happy. That was good enough for me. So, the next time you face a marketing challenge, try this. Go back to our definition, and see if it helps simplify things. I am pretty sure it will. We all have a tendency to overcomplicate things, especially when we are faced with a complicated marketing challenge. Going back to basics always helps.

Chapter 8 : What is Digital Marketing and What You Need to Know About It Today

Marketing research is also an important step you can conduct before selling your product. It helps to collect input from customers. It helps to collect input from customers. You can find what they want and.

We noticed a disturbing trend with our clients: They had little or no marketing strategy, which led to having no original content, which made providing social media services very difficult for us. When getting started with content marketing, there are three, must-know points we review with our clients. You will find the crux of each point listed below, and if you want the intense version, contact us for a consultation. How often will you create content? What areas are you a thought leader in? Which content should be absolutely free and which pieces warrant a cost? How will you integrate this content across all of your marketing channels? Be honest with yourself: Do you know what content marketing is? Do you have a content marketing strategy? Do you have someone who can develop content? Do you have money to spend on creating content? You might be more ready to tackle content marketing at your company than you think. Does your blog receive many shares and comments? If you answered yes to one, or all, of the above here are my suggestions: This is information you KNOW is useful. Start writing blog posts based on this info. Create a report or case study with the info. Make an infographic as a way to showcase the info visually. Create a tip sheet or cheat sheet with the information and have it available for download. Write more but keep the value. Quality over quantity is the Golden Rule with content. Consider a strategy for creating more in-depth content with blog posts. Make sure you have a way to integrate your blog posts across all of your online platforms. Take the most successful posts and break them down into mini chunks; post them as tips on your social media sites. Create pins for Pinterest from your blog posts – Pinterest is the 4th largest traffic driver in the world! If you already have a piece of content that is successful, go back to asking WHY it worked so well. Create similarly valuable pieces of content that compliment your successful piece. Make it into a series. Break it down into manageable chunks and create blog posts; then break that down and create tips for your social media sites. After reading this you should have a pretty good idea on where your company stands when it comes to content marketing. See you in the social sphere! You can unsubscribe anytime Constant Contact Use. By submitting this form, you are consenting to receive marketing emails from: B Squared Media, P. Box Stanton, Stanton, NJ, , https: Emails are serviced by Constant Contact The following two tabs change content below.

Chapter 9 : Is Marketing Right for You? | Study Marketing in the US

Are you busy running off to do the next thing on your marketing list while the last thing is still cooling in the dust? Have you put some of your marketing on autopilot and left it running so you can chase down bigger fish? Do you sometimes finish a task or launch a campaign then breathe a sigh of.

This webinar will explain what exactly marketing automation is, how it can help you drive revenue and debunk a few widespread misconceptions. So hello, good afternoon, happy summer. My name is Jacqueline Cook. First of all, as you know here, is number of partners that we work with. Our platform is now being used by just over agencies and servicing over , local businesses. So thank you for being a Vendasta partner. We love working with you guys. We love getting your feedback. And we are excited to be talking about marketing automation with you today. Again, and this is maybe redundant for some partners that have been here for a while. We kinda have been breaking our solutions out into two areas. So obviously, our platform helps partners prospect and sell to current and potential customers. And if you think about it, the platform is designed to help you as partners do better at what you are doing, everything from acquiring customers to fulfilling some of those requests to engaging them, upselling, etc. The other side of it, obviously, is selling them those products and services and essentially those solutions. So, if the two work hand in hand, we can kinda come up with a very long-term customer base and very successful clients at the end of the day. I personally find this really valuable. So make sure that you are up to date and--thanks, Amy--up to date in keeping abreast of all of the brand new, not only products and services but rebrandable content, Sales webinars, events. Our product marketing team puts some really juicy nuggets into these emails. And any time we release a new marketplace item or an update to a brand new feature like the listings score, we often sneak some of those rebrandable content in these product insider releases as well. We get some really great guest bloggers on there as well. Aristo, for example, comes from our digital agencies. So he has first-hand experience working directly with local businesses and doing things like Facebook optimization or running Facebook ads or claiming Google. These guys are a wealth of information on some of those things. And last piece of fluff before we dive in is the beta program. So as many of you know, we have a beta program for early release features for some of our partners who want to kinda test it out, give feedback, just generally get their feet wet before we go to general release. So if you are interested in being a beta partner, you can set this up on your own in partner central under the customize tab all the way at the bottom under general product settings. Make sure you understand too that these are early release features. And this is based on popular demand. A lot of our clients are like, "Hey, we learn about some really cool sales stuff on Wednesdays but the follow-up The brand new listings score, which is exciting for showing proof of performance over time on all the fantastic things that you are doing for your client. So a quick plug on that as well, the new product webinars. You probably know a lot of marketers that are infatuated with this term. But at the end of the day, what the heck is marketing automation? If you have a Ph. But if you do have a Ph. So there is a ton of different definitions of marketing automation. In a nutshell, though, marketing automation really just refers to any type of technology or software that exists with the goal of automating some of this stuff. Instead of having eight different people come up with tags and slicing and segmenting and hooking up to CRMs and ERPs and all that, the goal of marketing automation is really to automate some of those repetitive tasks and to really focus on delivering customized messages and personalized messages to the end recipient. My definition is just that. We have a lot of data and we have a lot of intelligent systems out there. Why, all of a sudden, are we, you know, really focusing on marketing automation? You know, you are a platform for selling digital solutions. I love this one because the platform is totally about, you know, selling and helping your own clients optimize their online presence or their digital footprint. But at the end of the day, it begins with finding the right businesses. Those that are qualified, those that are ready to buy. So here are just some stats. I mean, it really boils down into the fact that some of the current systems are a little tough to implement. Six out of 10 cite inconsistent data quality or lack of data. Data is so important with marketing automation because it really is the foundation of making sure that you are getting the personalized message to the right people. The last part,

of course, is just the length of time that it takes to get up and running. But really, it boils down to time. So on average, speaking of time, it takes over half of the businesses up to six months. So if you think about, you know, cutting a check to someone for six months before you actually start to see value in a system and start to see leads being generated from it, that could be make or break for some people. So this is the way we look at marketing automation. And it is really time-sensitivity but also relevance. All about them but no one else. Not so much stats on the industry but them compared to their industry. It might be that guy or gal that has a car that wants the latest and greatest all the time. There was, we did in our last webinar, a Harvard Business Review article that we can post afterwards. But the stats are astonishing. When you talk to people when they are interested and perhaps when they are even reading about it or looking for it, right place, right time, the conversion rates go up. And then the last piece as well. We can use powerful tools like marketing automation and better segment these customers based on their lifetime value or based on their interest in some of these things. And so what marketing automation does is it helps you identify those customers and segment them at the right price point and right service model. So the ideal solution really boils down into kind of four components. And making sure that that content actually piques their interest or grabs their attention. And then, of course, this is all rooted in real-time tracking and getting that information back to the sales organization so that they know exactly who to talk to and when. So turns out personalization works. These are also some stats that the marketing team has been using and put together. We see it and we can attest to it even in our own campaigns, and even in the campaigns our partners are running, when you personalize an email, the clickthrough rates go up significantly. So emails with personalized tags inside of them or content or subject lines are significantly more likely to be opened. I got an email this morning from someone. You guys have probably received these as well. But they are just sort of those short and sweet and to the point emails. There is no, you know, HTML or any images in the email. Tell me about your experience. Are you guys liking - are you a customer - are you liking them. Very clever, because I actually responded to it and I knew it was an automated campaign but it looked very human. And so, those personalization, human elements, really deliver at a higher transaction rate or a better conversion rate. So the other challenge we have is just lack of data. Awesome, I have a list of customers, but I really know nothing about them. What can you tell me about these customers? Well, what do we need with that? We need smarter systems and strategies. We have oodles upon oodles of information or data right now. And the ones that are going to succeed and the agencies that will succeed are the ones that can have smarter systems to make this data valuable and into relevant information. But marketing automation really helps everyone in a different way. And here they are. And they are all life size, and we have these different user personas and buyer personas. But we have a marketing manager. She has different needs perhaps than a sales manager. And perhaps these are the same person in some of your organizations and maybe all four of them are the same person. And marketing managers, first and foremost, they are highly, highly, highly interested in cost of lead and ROI on some of their marketing efforts. So starting at that end, analytics understand ROI, getting that feedback and making sure the campaigns that they are doing are translating into leads and constantly iterating or changing little things. Show me that I am doing something. And probably the biggest headache that Mirandas of the world run into is that the time to value or time TTFV, time to first value with a system. What does Bob want? Bob is a sales manager and just like our sales manager, he wants to make sure that he has the information that he needs to hold his team accountable.